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AMENDMENT TO THE CLAIMS

Please amend the claims as follows:

Claims 1 – 48 (Cancelled)

49.   (Previously Presented)   A computerized method for determining an advertisement from among a plurality of advertisements in response to an advertising opportunity, wherein the advertising opportunity is an opportunity to place the advertisement on a web page subsequent to a request for the web page by a viewer utilizing a browser, the computerized method comprising:

receiving in a computer network an indication of the advertising opportunity; and

in response to receiving the indication:

selecting in a computer the advertisement from among a plurality of advertisements associated with advertisers bidding in real time to fulfill the advertising opportunity.

50.   (Previously Presented)   The method of claim 49, wherein the indication of the advertising opportunity is received from the browser sending an HTML reference in the web page.

Claims 51 – 61 (Cancelled)

62.   (Currently Amended)   A method implemented in a computer system for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the advertising opportunity

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being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the method comprising:

storing in the computer system the plurality of advertisements, each of the plurality of advertisements being associated with one of a plurality of sets of bidding parameters, the associated set of bidding parameters being indicative of whether a bid should be submitted for providing the each of the plurality of advertisements for fulfilling the advertising opportunity;

receiving in the computer system an indication of the request for content, thereby presenting the advertising opportunity; and in response to the request for content:

submitting in the computer system one or more bids, each submitted bid being based on one of the sets of bidding parameters, the one of the sets of bidding parameters being met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is indicative of a monetary amount ~~payable by~~ billable to an ~~associated~~ advertiser associated with the each submitted bid upon occurrence of a specific event associated with an ~~associated~~ advertisement associated with the each submitted bid, the advertisement being one of the plurality of advertisements associated with the one of the sets of bidding parameters;

selecting in the computer system a bid from among the submitted bids; and

identifying in the computer system one of the plurality of advertisements associated with the selected bid,

whereby the identified advertisement is determined by a bidding process.

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63.   (Previously Presented)   The method of claim 62, wherein the monetary amount indicated by each of the submitted bids is included in the each of the submitted bids.

64.   (Currently Amended)   The method of claim 62, wherein the specific event upon which the monetary amount indicated by each of the submitted bids is ~~payable~~ billable, is a same event type for each of the submitted bids.

65.   (Currently Amended)   The method of claim 62, wherein the specific event upon which the monetary amount indicated by at least one of the submitted bids is ~~payable~~ billable, is when the advertisement associated with the at least one of the submitted bids is served to the browser in fulfillment of the advertising opportunity.

66.   (Currently Amended)   The method of claim 65, wherein the specific event upon which the monetary amount indicated by each of the submitted bids is ~~payable~~ billable, is when the advertisement associated with the each of the submitted bids is served to the browser in fulfillment of the advertising opportunity.

67.   (Previously Presented)   The method of claim 62, wherein the request for content by the browser is an HTTP request.

68.   (Previously Presented)   The method of claim 67, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

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69. (Previously Presented)   The method of claim 68, wherein the request for content by the browser is caused by a reference in the web page.

70. (Previously Presented)   The method of claim 63, wherein the request for content by the browser is an HTTP request.

71. (Previously Presented)   The method of claim 70, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

72. (Previously Presented)   The method of claim 71, wherein the request for content by the browser is caused by a reference in the web page.

73. (Previously Presented)   The method of claim 64, wherein the request for content by the browser is an HTTP request.

74. (Previously Presented)   The method of claim 73, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

75. (Previously Presented)   The method of claim 74, wherein the request for content by the browser is caused by a reference in the web page.

76. (Previously Presented)   The method of claim 65, wherein the request for content by the browser is an HTTP request.

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77. (Previously Presented)   The method of claim 76, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

78. (Previously Presented)   The method of claim 77, wherein the request for content by the browser is caused by a reference in the web page.

79. (Previously Presented)   The method of claim 66, wherein the request for content by the browser is an HTTP request.

80. (Previously Presented)   The method of claim 79, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

81. (Previously Presented)   The method of claim 80, wherein the request for content by the browser is caused by a reference in the web page.

82. (Previously Presented)   The method of claim 67, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

83. (Previously Presented)   The method of claim 68, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

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84.   (Previously Presented)   The method of claim 69, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

85.   (Previously Presented)   The method of claim 70, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

86.   (Previously Presented)   The method of claim 71, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

87.   (Previously Presented)   The method of claim 72, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

88.   (Previously Presented)   The method of claim 73, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

89.   (Previously Presented)   The method of claim 74, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

90.   (Previously Presented)   The method of claim 75, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

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91. (Previously Presented)   The method of claim 76, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

92. (Previously Presented)   The method of claim 77, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

93. (Previously Presented)   The method of claim 78, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

94. (Previously Presented)   The method of claim 79, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

95. (Previously Presented)   The method of claim 80, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

96. (Previously Presented)   The method of claim 81, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

97. (Previously Presented)   The method of claim 67, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

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   98. (Previously Presented)   The method of claim 68, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

   99. (Previously Presented)   The method of claim 69, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

   100. (Previously Presented)   The method of claim 70, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

   101. (Previously Presented)   The method of claim 71, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

   102. (Previously Presented)   The method of claim 72, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

   103. (Previously Presented)   The method of claim 73, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

   104. (Previously Presented)   The method of claim 74, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

   105. (Previously Presented)   The method of claim 75, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

   106. (Previously Presented)   The method of claim 76, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

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107. (Previously Presented)   The method of claim 77, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

108. (Previously Presented)   The method of claim 78, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

109. (Previously Presented)   The method of claim 79, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

110. (Previously Presented)   The method of claim 80, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

111. (Previously Presented)   The method of claim 81, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

112. (Previously Presented)   The method of claim 62, wherein each submitted bid is associated with a bidding agent, wherein the each bidding agent submits the each submitted bid.

113. (Previously Presented)   The method of claim 62, wherein each submitted bid includes a reference to the advertisement associated with the each submitted bid.

114. (Currently Amended)   A system for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, wherein the advertising opportunity is an opportunity to

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serve an advertisement to a browser in response to a request for content by the browser, the system comprising:

a computer system having stored thereon:

the plurality of advertisements;

for each of the plurality of advertisements, an associated set of bidding parameters, wherein the associated set of bidding parameters is indicative of whether a bid should be submitted for providing the each of the plurality of advertisements for fulfilling the advertising opportunity;

programming code for receiving an indication of the request for content, thereby presenting the advertising opportunity;

programming code for submitting, in response to the request for content, one or more bids, wherein each submitted bid is based on one of the sets of bidding parameters, wherein the one of the sets of bidding parameters is met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is indicative of a monetary amount ~~payable by~~ billable to an ~~associated~~ advertiser associated with the each submitted bid upon occurrence of a specific event associated with an ~~associated~~ advertisement associated with the each submitted bid, the advertisement being one of the plurality of advertisements associated with the one of the sets of bidding parameters;

programming code for selecting a bid from among the submitted bids; and

programming code for identifying one of the plurality of advertisements associated with the selected bid,

whereby the system determines the identified advertisement by a bidding process.

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115. (Previously Presented)　　The system of claim 114, wherein the monetary amount indicated by each of the submitted bids is included in the each of the submitted bids.

116. (Currently Amended)　　The system of claim 114, wherein the specific event upon which the monetary amount indicated by each of the submitted bids is ~~payable~~ billable, is a same event type for each of the submitted bids.

117. (Currently Amended)　　The system of claim 114, wherein the specific event upon which the monetary amount indicated by at least one of the submitted bids is ~~payable~~ billable, is when the advertisement associated with the at least one of the submitted bids is served to the browser in fulfillment of the advertising opportunity.

118. (Currently Amended)　　The system of claim 117, wherein the specific event upon which the monetary amount indicated by each of the submitted bids is ~~payable~~ billable, is when the advertisement associated with the each of the submitted bids is served to the browser in fulfillment of the advertising opportunity.

119. (Previously Presented)　　The system of claim 114, wherein the request for content by the browser is an HTTP request.

120. (Previously Presented)　　The system of claim 119, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

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121.   (Previously Presented) The system of claim 120, wherein the request for content by the browser is caused by a reference in the webpage.

122. (Previously Presented)   The system of claim 115, wherein the request for content by the browser is an HTTP request.

123. (Previously Presented)   The system of claim 122, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

124. (Previously Presented)   The system of claim 123, wherein the request for content by the browser is caused by a reference in the webpage.

125. (Previously Presented)   The system of claim 116, wherein the request for content by the browser is an HTTP request.

126. (Previously Presented)   The system of claim 125, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

127. (Previously Presented)   The system of claim 126, wherein the request for content by the browser is caused by a reference in the web page.

128. (Previously Presented)   The system of claim 117, wherein the request for content by the browser is an HTTP request.

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129. (Previously Presented)   The system of claim 128, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

130. (Previously Presented) The system of claim 129, wherein the request for content by the browser is caused by a reference in the webpage.

131. (Previously Presented)   The system of claim 118, wherein the request for content by the browser is an HTTP request.

132. (Previously Presented)   The system of claim 131, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

133. (Previously Presented)   The system of claim 132, wherein the request for content by the browser is caused by a reference in the webpage.

134. (Previously Presented)   The system of claim 119, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

135. (Previously Presented)   The system of claim 120, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

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136. (Previously Presented) The system of claim 121, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

137. (Previously Presented) The system of claim 122, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

138. (Previously Presented) The system of claim 123, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

139. (Previously Presented) The system of claim 124, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

140. (Previously Presented) The system of claim 125, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

141. (Previously Presented) The system of claim 126, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

142. (Previously Presented) The system of claim 127, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

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143. (Previously Presented)   The system of claim 128, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

144. (Previously Presented)   The system of claim 129, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

145. (Previously Presented)   The system of claim 130, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

146. (Previously Presented)   The system of claim 131, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

147. (Previously Presented)   The system of claim 132, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

148. (Previously Presented)   The system of claim 133, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

149.   (Previously Presented)   The system of claim 119, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

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150. (Previously Presented) The system of claim 120, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

151. (Previously Presented) The system of claim 121, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

152. (Previously Presented) The system of claim 122, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

153. (Previously Presented) The system of claim 123, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

154. (Previously Presented) The system of claim 124, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

155. (Previously Presented) The system of claim 125, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

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156. (Previously Presented) The system of claim 126, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

157. (Previously Presented) The system of claim 127, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

158. (Previously Presented) The system of claim 128, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

159. (Previously Presented) The system of claim 129, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

160. (Previously Presented) The system of claim 130, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

161. (Previously Presented) The system of claim 131, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

162. (Previously Presented) The system of claim 132, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

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163.   (Previously Presented)   The system of claim 133, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

164.   (Previously Presented)   The system of claim 114, wherein each submitted bid is associated with a bidding agent, wherein the each bidding agent submits the each submitted bid.

165.   (Previously Presented)   The system of claim 114, wherein each submitted bid includes a reference to the advertisement associated with the each submitted bid.

166.   (Currently Amended)   A method implemented in a computer system for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the advertising opportunity, the advertising opportunity being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the method comprising:

     receiving in the computer system an indication of the request for content, thereby presenting the advertising opportunity; and in response to the request for content:

         determining in the computer system one or more bids, each determined bid being associated with one of the plurality of advertisements and being indicative of a monetary amount ~~payable by~~ billable to an associated advertiser upon occurrence of a specific event associated with the one of the plurality of advertisements;

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          selecting in the computer system a bid from among the determined

bids;

          identifying in the computer system one of the plurality of

advertisements associated with the selected bid; and

          serving the identified advertisement to the browser,

          whereby the identified advertisement is determined by a bidding process.

167. (Previously Presented)   The method of claim 166, wherein the

monetary amount indicated by each of the determined bids is included in the each

of the determined bids.

168. (Currently Amended)   The method of claim 166, wherein the specific

event upon which the monetary amount indicated by each of the determined bids

is ~~payable~~ billable, is a same event type for each of the determined bids.

169. (Currently Amended)   The method of claim 166, wherein the specific

event upon which the monetary amount indicated by at least one of the

determined bids is ~~payable~~ billable, is when the advertisement associated with the

at least one of the determined bids is served to the browser in fulfillment of the

advertising opportunity.

170. (Currently Amended)   The method of claim 169, wherein the specific

event upon which the monetary amount indicated by each of the determined bids

is ~~payable~~ billable, is when the advertisement associated with the each of the

determined bids is served to the browser in fulfillment of the advertising

opportunity.

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171. (Previously Presented) The method of claim 166, wherein the request for content by the browser is an HTTP request.

172. (Previously Presented) The method of claim 171, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

173. (Previously Presented) The method of claim 172, wherein the request for content by the browser is caused by a reference in the web page.

174. (Previously Presented) The method of claim 167, wherein the request for content by the browser is an HTTP request.

175. (Previously Presented) The method of claim 174, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

176. (Previously Presented) The method of claim 175, wherein the request for content by the browser is caused by a reference in the web page.

177. (Previously Presented) The method of claim 168, wherein the request for content by the browser is an HTTP request.

178. (Previously Presented) The method of claim 177, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

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179. (Previously Presented)   The method of claim 178, wherein the request for content by the browser is caused by a reference in the web page.

180. (Previously Presented)   The method of claim 169, wherein the request for content by the browser is an HTTP request.

181. (Previously Presented)   The method of claim 180, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

182. (Previously Presented)   The method of claim 181, wherein the request for content by the browser is caused by a reference in the web page.

183. (Previously Presented)   The method of claim 170, wherein the request for content by the browser is an HTTP request.

184. (Previously Presented)   The method of claim 183, wherein the advertisement served to the browser in response to the request for content is included in a webpage accessed by the browser.

185. (Previously Presented)   The method of claim 184, wherein the request for content by the browser is caused by a reference in the web page.

186. (Previously Presented)   The method of claim 171, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

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187. (Previously Presented)   The method of claim 172, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

188. (Previously Presented)   The method of claim 173, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

189. (Previously Presented)   The method of claim 174, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

190. (Previously Presented)   The method of claim 175, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

191. (Previously Presented)   The method of claim 176, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

192. (Previously Presented)   The method of claim 177, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

193. (Previously Presented)   The method of claim 178, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

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194. (Previously Presented)   The method of claim 179, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

195. (Previously Presented)   The method of claim 180, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

196. (Previously Presented)   The method of claim 181, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

197. (Previously Presented)   The method of claim 182, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

198. (Previously Presented)   The method of claim 183, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

199. (Previously Presented)   The method of claim 184, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

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200. (Previously Presented) The method of claim 185, wherein the selection of the selected bid is based on the selected bid indicating a highest monetary amount.

201. (Previously Presented) The method of claim 171, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

202. (Previously Presented) The method of claim 172, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

203. (Previously Presented) The method of claim 173, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

204. (Previously Presented) The method of claim 174, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

205. (Previously Presented) The method of claim 175, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

206. (Previously Presented) The method of claim 176, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

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207. (Previously Presented)   The method of claim 177, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

208. (Previously Presented)   The method of claim 178, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

209. (Previously Presented)   The method of claim 179, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

210. (Previously Presented)   The method of claim 180, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

211. (Previously Presented)   The method of claim 181, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

212. (Previously Presented)   The method of claim 182, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

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213. (Previously Presented)   The method of claim 183, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

214. (Previously Presented)   The method of claim 184, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

215. (Previously Presented)   The method of claim 185, wherein the selection of the selected bid is based on the selected bid having a highest beneficial value.

216. (Previously Presented)   The method of claim 166, wherein each determined bid is associated with a bidding agent, wherein the each bidding agent determines the each determined bid.

217. (Previously Presented)   The method of claim 166, wherein each determined bid includes a reference to the advertisement associated with the each determined bid.

218. (Currently Amended)   The method of claim 49, wherein each bidding advertiser is associated with a bid, the bid indicating a monetary amount ~~payable by~~ billable to the each bidding advertiser if one of the plurality of advertisements associated with the each bidding advertiser is selected and served to the browser.

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